



# Model Curriculum

## Telecaller

**SECTOR: AUTOMOTIVE**  
**SUB-SECTOR: AUTOMOTIVEVEHICLE SALES (DEALER)**  
**OCCUPATION: SALES SUPPORT**  
**REF ID: ASC/ Q 1105**  
**NSQF LEVEL: 4**

**Certificate**

**CURRICULUM COMPLIANCE TO  
QUALIFICATION PACK – NATIONAL OCCUPATIONAL  
STANDARDS**

is hereby issued by the  
**AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL**  
for  
**MODEL CURRICULUM**

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: Telecaller QP No. ASC/Q1105 Level-4

Date of issuance: April 9<sup>th</sup>, 2016

Valid up to\*: April 10<sup>th</sup>, 2018

*\*Valid up to the next review date of the Qualification Pack or the  
"Valid up to" date mentioned above (whichever is earlier)*

  
Authorised Signatory  
(Automotive Skills Development Council)

## TABLE OF CONTENTS

1. <u>Curriculum</u>	<u>01</u>
2. <u>Trainer Prerequisites</u>	<u>04</u>
3. <u>Annexure: Assessment Criteria</u>	<u>05</u>

# Telecaller

## CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Telecaller”, in the “Automotive” Sector/Industry and aims at building the following key competencies amongst the learner.

<b>Program Name</b>	<b>Telecaller</b>		
<b>Qualification Pack Code</b>	ASC/Q1105		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	
<b>Pre-requisites to Training</b>	12th Standard passed		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>- <b>Generate Sales through telemarketing Activities:</b> Conduct telemarketing campaigns, telecalling, objection handling, collecting feedback, coordination with the team, etc.</li> <li>- <b>Coordinate with sales team for passing on the prospective leads:</b> Know the team members, segregate the queries, maintaining records, etc.</li> <li>- <b>Coordinate with the team:</b> Team work, attending meetings, connecting customers to appropriate sales consultant at showroom etc.</li> <li>- <b>Assist the customer and Resolve queries:</b> Filling up enquiry forms related to finance and insurance of vehicles, service requests, clarification of doubts related to finance, insurance or registration of automobile.</li> <li>- <b>Follow Safety Measure at workplace:</b> Understand processes, emergency and evacuation procedures, general safety measures, etc.</li> <li>- <b>Plan and Organise work:</b> Time management, Time stealers, Prioritizing, Pickle jar theory, etc.</li> </ul>		

This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Telecaller” Qualification Pack issued by “Automotive Skills Development Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1.	Introduction  Theory Duration (hh:mm) 10:00	Understand General Discipline in the class room (Do's & Don'ts) <ul style="list-style-type: none"> <li>• Introduction to automobile industry</li> <li>• Purpose and types of automobiles</li> <li>• History and invention of automobiles</li> <li>• Indian automobile industry</li> </ul>	Laptop, white board, marker, projector
2.	<b>Generate Sales through telemarketing activities</b>  Theory Duration (hh:mm) 30:00  Practical Duration (hh:mm) 35:00  <b>Corresponding NOS Code</b> ASC/N 1107	Communicate effectively with customers over telephone <ul style="list-style-type: none"> <li>• Fix an appointment with the customer over telephone</li> <li>• Build trust worth relationship with the customers</li> <li>• Negotiate and close deals over telephone</li> <li>• Generate sales leads through telemarketing</li> <li>• Explain the dealership Process</li> <li>• Collect feedback and handle complaints</li> </ul>	Laptop, white board, marker, projector, rope, first aid kit
3.	<b>Coordinate with sales team for passing on the prospective leads</b>  Theory Duration (hh:mm) 30:00  Practical Duration (hh:mm) 35:00  <b>Corresponding NOS Code</b> ASC/N 1108	<ul style="list-style-type: none"> <li>• Coordinate with different team members effectively.</li> <li>• Maintain records of the customers with the type of services offered</li> <li>• Collect feedback and follow up with customers</li> <li>• Ensure optimum customer satisfaction</li> </ul>	Laptop, white board, marker, projector
4	<b>Plan and Organize work to meet expected outcomes</b>  Theory Duration (hh:mm) 10:00  Practical Duration	<ul style="list-style-type: none"> <li>• Examine the importance of organizational policies and procedures</li> <li>• Use your time effectively at work</li> <li>• Apply best practices to keep your workplace clean</li> </ul>	Laptop, white board, marker, projector, first aid



## Trainer Prerequisites for Job role: “Telecaller” mapped to Qualification Pack: “ASC/Q1105, Version 1.0”

Sr. No.	Area	Details
1	<b>Description</b>	To deliver accredited training service, mapping to the Curriculum detailed above, in accordance with the Qualification Pack “ASC/Q1105”.
2	<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Aptitude for conducting training, and pre/ post work to Ensure competent, employable candidates at the end of the training.</li> <li>• Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others ; well-organised and focused.</li> <li>• Eager to learn and keep oneself abreast of the latest developments and newer technologies used in the various systems of the vehicle and its aggregates is highly desirable.</li> <li>• Should be able to demonstrate the usage of workshop equipment, instruments, special instruments and tools.</li> <li>• Should have sharp diagnostic abilities for identifying reasons of problems in vehicles and troubleshoot.</li> <li>• Should be hands on with servicing of vehicles to provide experiential training.</li> </ul>
3	<b>Minimum Educational Qualifications</b>	Graduate/ Diploma/ Degree in Engineering (Mechanical or Automobile) Diploma /MBA in Sales & Marketing
4a	<b>Domain Certification</b>	Certified for Job Role: “Sales ” mapped to QP: ASC/Q 1105. Minimum qualifying score-80 %, as per ASDC guidelines.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/ Q0102”. Minimum accepted score as per MEPSC guidelines is 80%.
5	<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Minimum 6 years of experience in Automobile Sales for graduates</li> <li>▪ Minimum 4 years of experience in Automobile Sales for MBA</li> <li>▪ Must have relevant experience in any automobile dealership</li> </ul>

### Annexure: Assessment Criteria

<b>Assessment Criteria</b>	
<b>Job Role</b>	<b>Telecaller</b>
<b>Qualification Pack</b>	<b>ASC/Q1105, v1.0</b>
<b>Sector Skill Council</b>	<b>Automotive</b>

NOS Title/ NOS Elements	NOS & Performance Criterion Description	Marks allocation	
		Viva	Practical
<b>ASC/N1107</b>	<b>Generate sales leads through telemarketing activities</b>		
<b>Support sales &amp; service sub-functions through making calls</b>	<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 responded 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>	<p>10</p> <p>5</p> <p>20</p> <p>5</p> <p>10</p>	<p>25</p> <p>10</p> <p>25</p> <p>10</p> <p>-</p>





<b>Appropriate use of resources</b>	PC7. establish and agree on work requirements with appropriate people PC8. manage time, materials and cost effectively PC9. use resources in a responsible manner	20	30
	<b>subtotal</b>	<b>50</b>	<b>80</b>
<b>ASC/N 0002</b>	<b>Work effectively in a team</b>	<b>Viva</b>	<b>Practical</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:  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	15	30
		15	40
	<b>subtotal</b>	<b>30</b>	<b>70</b>
<b>ASC/N 0003</b>	<b>Maintain a healthy, safe and secure working environment</b>	<b>Viva</b>	<b>Practical</b>
<b>Resources needed to maintain a safe, secure working environment</b>	To be competent, the user/individual on the job must be able to:  PC1. comply with organisation's current health, safety and security policies and procedures PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person 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. PC4. identify and correct any hazards like	10	20

	<p>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>	20	40
	<b>subtotal</b>	<b>30</b>	<b>60</b>
	<b>Total</b>	<b>200</b>	<b>350</b>

# Model Curriculum

## SHOWROOM HOSTESS/HOST

**SECTOR: AUTOMOTIVE**  
**SUB-SECTOR: AUTOMOTIVE VEHICLE SALES (DEALER)**  
**OCCUPATION: SALES SUPPORT**  
**REF ID: ASC/Q1103, v1.0**  
**NSQF LEVEL: 3**



**Certificate**  
**CURRICULUM COMPLIANCE TO**  
**QUALIFICATION PACK - NATIONAL OCCUPATIONAL**  
**STANDARDS**

is hereby issued by the

**AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL**

for

**MODEL CURRICULUM**

Complying to National Occupational Standards of  
Job Role/Qualification Pack "**Showroom Hostess/Host**" QP No: "**ASC/Q1103 Level 3**"

Date of Issuance: January 4th, 2019

Valid up to: January 3rd, 2021\*

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



**Authorised Signatory**  
(Automotive Skills Development Council)

## TABLE OF CONTENTS

<b>1. Curriculum</b>	<b>01</b>
<b>2. Trainer Prerequisites</b>	<b>04</b>
<b>3. Annexure: Assessment Criteria</b>	<b>05</b>

# Showroom Hostess/Host

## CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Showroom Hostess/Host”, in the “Automotive” Sector/Industry and aims at building the following key competencies amongst the learner

<b>Program Name</b>	<b>Showroom Hostess/Host</b>		
<b>Qualification Pack Code</b>	ASC/Q1103		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	10-01-2019
<b>Pre-requisites to Training</b>	Class XII		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• <b>Carryout activities for hosting customers in an automobile showroom.</b> Establish effective rapport with customers and organises response to their queries. Understand customer query and respond appropriately to provide any additional information on the product or on any other sales/ service requirements.</li> <li>• <b>Plan and organize work to meet expected out comes.</b> Maintain quality standards and manage organizational resources efficiently and effectively.</li> <li>• <b>Work effectively in a team.</b> Follow organizational policies and procedures for working with colleagues.</li> <li>• <b>Maintain a healthy, safe and secured working environment.</b> Follow prevailing environmental norms, government policies, and work to eliminate common breaches in health &amp; safety</li> </ul>		

This course encompasses 4 out of 4 National Occupational Standards (NOS) of “Showroom Hostess/Host” Qualification Pack issued by “Automotive Skills Development Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Introduction</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 00:00</p> <p><b>Corresponding NOS Code</b> Bridge module</p>	<ul style="list-style-type: none"> <li>Brief outlines about the course and its scope</li> <li>Discuss about Indian automotive market and the role of dealerships.</li> <li>List various OEMs and different products/ models manufactured by them</li> <li>List the responsibilities of Showroom Hostess/ Host.</li> <li>List career opportunities and growth paths for a Showroom Hostess/ Host</li> </ul>	PPTs and videos related to automotive Industry
2	<p><b>Carry out activities for hosting customers in an automobile showroom</b></p> <p><b>Theory Duration</b> (hh:mm) 25:00</p> <p><b>Practical Duration</b> (hh:mm) 45:00</p> <p><b>Corresponding NOS Code</b> ASC/N 1103</p>	<ul style="list-style-type: none"> <li>Demonstrate how to greet and escort a customer in a dealership showroom</li> <li>List the various automobiles available at dealership for sales</li> <li>Discuss the basic features of vehicles through information brochures</li> <li>Explain the technical specifications in the brochure to the customer.</li> <li>Discuss with senior co-workers to address and resolve various customer queries</li> <li>Explain the features while showing the vehicle</li> <li>Demonstrate the functionalities of the various components while showing the vehicle</li> <li>Demonstrate ways to collect feedback from the customer</li> </ul>	Enquiry forms, brochures, catalogues, feedback forms etc. Posters and various types of vehicles, Basic Technical specification of vehicles
3	<p><b>Plan and organize work to meet expected outcomes</b></p> <p><b>Theory Duration</b> (hh:mm) 15:00</p> <p><b>Practical Duration</b> (hh:mm) 25:00</p> <p><b>Corresponding NOS Code</b> ASC/N0001</p>	<ul style="list-style-type: none"> <li>Perform the job within given time as per quality standards/ work schedule</li> <li>Identify and manage resources and use them efficiently and effectively</li> <li>Adhere to organizational policies and Standard procedures</li> <li>Make effective time management at work</li> <li>Execute best practices to keep workplace clean</li> <li>Summarise knowledge and understanding required for planning and organizing.</li> </ul>	5S literature and Case studies





## Trainer Prerequisites for Job role: “Showroom Hostess/Host” mapped to Qualification Pack: “ASC/Q1103, v1.0”

Sr. No.	Area	Details
1	<b>Description</b>	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “ <u>ASC/Q1103, Version1.0</u> ”.
2	<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training</li> <li>• Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well organized and focused.</li> <li>• Eager to learn and keep oneself abreast of the latest developments and newer technologies used in the various systems of the vehicle and its aggregates is highly desirable.</li> <li>• Should be able to demonstrate the usage of workshop equipment, instruments, special instruments and tools.</li> <li>• Should have sharp diagnostic abilities for identifying reasons of problems in vehicles</li> <li>• Should be hands-on with sales of vehicle to provide actual training.</li> </ul>
3	<b>Minimum Educational Qualifications</b>	Graduate/Diploma/ Degree in Engineering (Mechanical or Automobile) Diploma /MBA in Sales & Marketing
4a	<b>Domain Certification</b>	Certified for Job Role: “ <u>Showroom Hostess/Host</u> ” mapped to QP: <u>ASC/Q1103, V1.0</u> . Minimum qualifying score - 80%, as per ASDC guidelines.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “ <u>Trainer</u> ”, mapped to the Qualification Pack: “ <u>MEP/ Q0102</u> ”. Minimum accepted score as per MEPSC guidelines is 80%.
5	<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Minimum 6 years of experience in Automobile Sales for graduates</li> <li>▪ Minimum 4 years of experience in Automobile Sales for MBA</li> <li>▪ Must have relevant experience in any automobile dealership</li> </ul>

## Annexure: Assessment Criteria

<b>Assessment Criteria</b>	
<b>Job Role</b>	<b>Showroom Hostess/Host</b>
<b>Qualification Pack</b>	<b>ASC/Q1103, v1.0</b>
<b>Sector Skill Council</b>	<b>Automotive</b>

### Guidelines for Assessment:

1. Assessment to be conducted by ASDC as per competency output defined in the NOS/QP and the assessment criteria provided in the NOS/QP.
2. Assessment to be carried out by a third-party Assessment Body duly affiliated to the SSC.
3. ASDC assessments will be comprehensive and cover all aspects of acquired knowledge, practical skills and also basic ability to communicate. Accordingly, evaluation process would include:
  - i. Theory/Knowledge test
  - ii. Practical demonstration test
  - iii. Face to Face
4. Theory/Knowledge assessment will be carried out on line through a link provided for each assessment that generates a random paper from a bank of questions available at the back end.
  - On line test would be conducted in the presence of an ASDC assessor till web enabled proctoring is deployed.
5. ASDC assessor would be conducting Practical and Viva as per the criteria provided in the NOS/QP.
6. Cut off criteria for certification (Marks obtained in %): 65%

Compulsory NOS		Total Marks	Out Of	Theory	Skills Practical
Assessment Outcomes	Assessment Criteria for Outcomes				
<b>ASC/N1103</b> <b>Carry out activities to host the customers in an automotive showroom</b>	PC1. Greet, escort, seat the customers and offer refreshments (tea/ coffee).	150	8	3	5
	PC2. Enquire and understand customer queries related to vehicle type, model, specifications.		9	3	6
	PC3. Hand out vehicle brochure and specification cards to customers.		9	3	6
	PC4. Coordinate with other colleagues to ensure satisfactory response to customer's queries.		9	3	6
	PC5. Assist the customer in filling the form related to the basic information, contact details to obtain basic demographic information about each customer, using a computer system, a log sheet, or other method established by the dealership		12	4	8
	PC6. Notify the appropriate sales executive that a customer is waiting or introduce the customer to sales executive thereby transferring the showroom sales lead to sales executive.		12	4	8





	PC7. Identify and recommend opportunities for improving health, safety, and security to the designated person		10	3	7
	PC8. Complete all health and safety records are updates and procedures well defined		9	3	6
	<b>Total</b>		<b>100</b>	<b>33</b>	<b>67</b>
	<b>Grand Total</b>		<b>500</b>	<b>163</b>	<b>337</b>
	<b>Percentage Weightage:</b>			<b>32.6%</b>	<b>67.4%</b>
	<b>Minimum Pass % to qualify (aggregate):</b>			<b>65%</b>	